

**THE ROLE OF RESERVATION AND RECEPTION SECTIONS
IN FRONT OFFICE DEPARTMENT
OF ELMI HOTEL SURABAYA
IN INCREASING SERVICE QUALITY**

FINAL REPORT



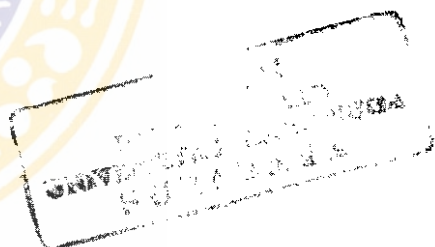
By :

ALIA BAHALWAN

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**D3 ENGLISH DEPARTMENT
FACULTY OF LETTERS
AIRLANGGA UNIVERSITY
SURABAYA**

2004



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By : ALIA BAHALWAN

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Approved to be examined

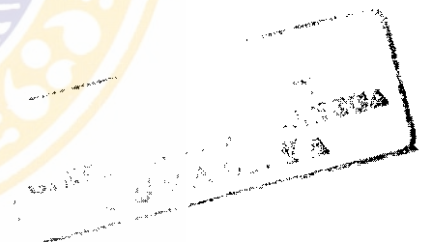
Surabaya, 9 Juli 2004

Advisor



Layli Hamida, S.S

Surabaya, 9 Juli 2004



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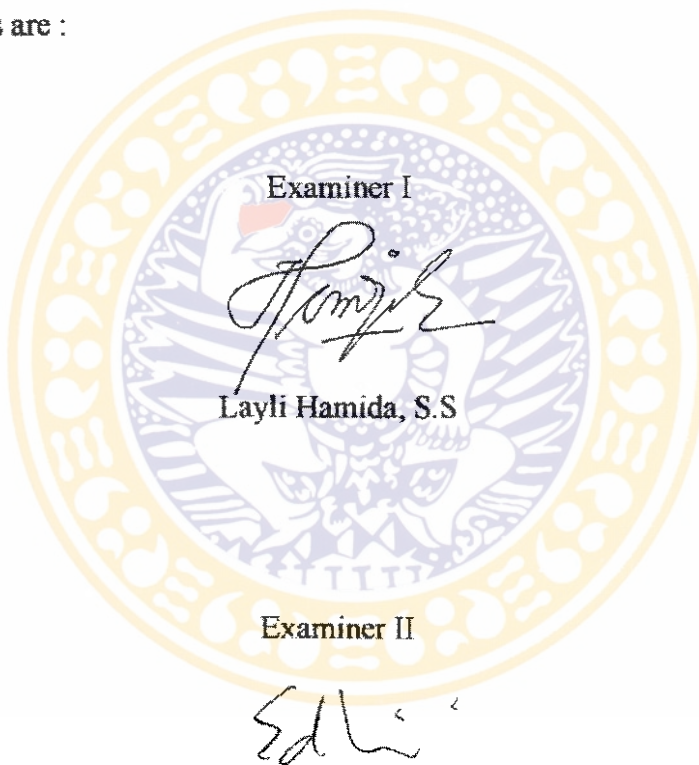
Accepted and approved by the board of examiners

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CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

ELMI Hotel is one of the most famous hotels in Surabaya. The hotel is known for its friendly and warm greetings, comfortable rooms, and delicious meal that are packed in very reasonable prices.

The hotel provides only the best to their customers. The professional service providers and services are intended to fill their guests hopes and needs, from the first time they drive through ELMI'S front gate until the time to check out and leave.

Because hotel business is a part of the service industry, the competition among hotels are the answer to the questions of which hotel serves best and how many guests and profits that it gets in a month. In order to be the best in serving and profits, hotels must focus more to the quality of their services and service providers. Excellent service is the answer to achieve it.

Excellent service is the maximum effort that a service provider from a company of service industry can give to fill in customers hopes and needs for satisfaction. There are few things that service providers must notice in producing the satisfactory services .

To increase the quality of their offered service, they must increase their own, first. Reservation and Reception Sections in Front Office Department, service providers that have to meet face to face with their customers carry

a heavier burden than the others. The efforts to increase the quality of service start from the optimal daily job operational, the better relationship with their guests by increasing the effectiveness of customer service, and the mutual relation to other sections that involve directly to the quality of service.

By increasing the mentioned qualities, the quality of service itself will be more valued than it is before. ELMI Hotel Surabaya has applied the training to each of its employees, especially to the front liners as Reservation and Reception Sections, very well.

The final result is satisfaction. The satisfaction level can be counted by the more number of the coming guests / customers of ELMI Hotel from time to time.

The image of ELMI Hotel Surabaya today is public's thought and mind is already in the right track with the one that have been extended for all this long by its founder and owner since the planning of the hotel, that is the hotel's perfection.

B. Suggestion

Based on books that the writer had read about Hotel and its operational system and experiences during the job training in Front Office Department in ELMI Hotel Surabaya, there are few suggestions that the writer want to state here. The suggestions to the Front Office Department of ELMI Hotel Surabaya are :

1. In order to achieve the customer service's satisfaction, there must be an Information Section in the Front Office. This is hoped to ease the Reception Section that exists now.

2. The job description between Reservation and Reception Sections must be clear. The realization must be in balance, both in structure and operation.
3. The telephone lines of Reservation and Reception must be separated, according to its sections job description and needs.
4. With the correct separation in job descriptions, structurally and operationally, then the realization of the Front Desk Officers' jobs will not be misplaced and look uncontrolled.

Hopefully, with the realization of the given suggestions above, ELMI Hotel Surabaya will be more successful than it is now.

